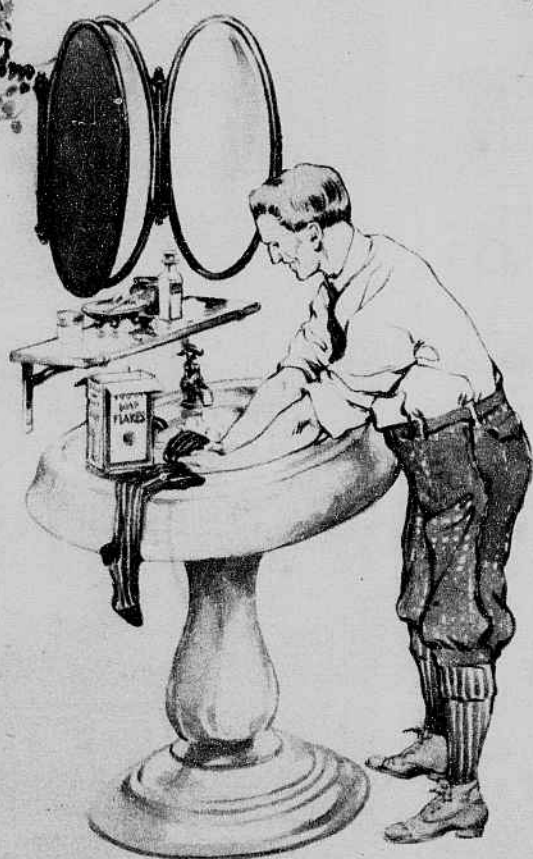


Lecturing to the mothers of the younger generation, Dr. Verity says that mothers themselves are partly to blame for their daughters' determination to try every new complexion "method" and complexion "preparation."

"You yourselves must remember," he says, "that a beautiful complexion is first and foremost a matter of cleanliness."

"Water and mild, pure soap are your best 'preparations.' A soap should be bought not to cure 'skin troubles,' or to perform miracles, but to clean—clean gently. If it does that, it does the very best that soap can do for the complexion. Tell your daughters that!"

In public, Dr. Verity carefully avoids naming soaps, but mothers who ask privately for his recommendation will probably hear him say "Ivory."



Mystery! Rumor at the country club has it that Mr. Jollyco is paid to talk about Ivory Soap Flakes.

The story is this. After having had several pairs of golf stockings shrink to boy-size in the washing, Mr. J. bought a very dashing new pair—pure wool. Very proud, he would allow no alien hand to touch them.

One night, after the family had gone to bed, he tiptoed up to the bathroom, waylaid Mrs. J.'s box of Ivory Flakes, and washed the stockings himself! Safely! Without shrinking!

Now the question: Is Mr. Jollyco paid to talk about Ivory Flakes?

Pink? Purple? Green? Yellow? White? What color should a soap have?

Many women believe that color is an indication of certain inherent qualities in soap which add to the soap's value in cleaning, and even, perhaps, in medicating the skin.

No!

Color in soap may be entirely artificial, and may be misleading if the purchaser attaches to it any other than a decorative significance.

Dr. Pusey, one of the highest authorities on the care of the skin, says, "The natural color of the best quality of toilet soap is a creamy white." *

And another well-known writer on health says that it is always best to

avoid, or at least to be very wary of, any soaps which are dark colored or heavily perfumed.

Ivory Soap has nothing to conceal. Therefore, because it is made of pure ingredients of the very highest quality, it is creamy white and delicately fragrant.

Furthermore, Ivory Soap is offered for the single purpose of cleansing safely—and safe cleansing is the only good purpose for which any soap can or should be used.

Safe cleansing is recognized, also, as the very finest and most direct aid to beauty of the complexion.

Ivory Soap cleanses safely because it is pure, mild and gentle. In its forty-three years of honorable history, it has befriended the skin of millions of women and is found today in probably more homes, rich and poor alike, than any other soap ever made.

* "THE CARE OF THE SKIN AND HAIR," by Wm. Allen Pusey, M. D., Page 76.

IVORY SOAP

99 ⁴⁴/₁₀₀ % PURE IT FLOATS



A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is naturally too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white—has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very finest garments you own.

